

CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 10/19/04
AGENDA ITEM 6
WORK SESSION ITEM _____

TO: Redevelopment Agency Board
FROM: Director of Community and Economic Development
SUBJECT: Approval of Professional Services Agreement for Preparation of the South Hayward BART/Mission Boulevard Concept Plan

RECOMMENDATION:

It is recommended that the Agency Board authorize the Executive Director to execute agreements for professional services to prepare a Concept Plan for the South Hayward BART/Mission Boulevard area in an amount not to exceed \$175,000.

BACKGROUND:

In 2001, the Redevelopment Agency amended its original Downtown Redevelopment Plan to extend the boundaries of the project area to include parcels within the Foothill Boulevard and Mission Boulevard corridors. The portion of the Mission Boulevard corridor between Harder Road and Industrial Parkway includes a mix of residential and commercial land uses in structures of varied age and condition. In the vicinity of the South Hayward BART Station, opportunities still exist within walking distance of the station to encourage transit-oriented development, particularly on vacant and underutilized properties. The Redevelopment Plan implementation program calls for preparation of a conceptual plan for the South Hayward BART Station area that extends through the Dixon Road area to the Mission-Industrial intersection. Consequently, the proposed Concept Plan will focus primarily on two areas: the immediate area surrounding the BART station and an expanded area extending both north and south along Mission Boulevard.

The study area comprises approximately 240 acres. The study area is bordered by the BART tracks on the west (excluding the residential neighborhoods west of East 12th Street and north of Sorensen Road), Industrial Parkway on the south (including the triangular area on the south side), Harder Road on the north, and Mission Boulevard on the east (including commercial properties along the east side of Mission Boulevard between Garin Avenue and Calhoun Street). The boundaries of the study area are shown in Exhibit A.

An outline of the scope of work envisioned by the Agency is provided in Exhibit B. The study area will be evaluated in terms of the opportunities and constraints for future redevelopment as well as its relationship to major activity centers such as the South Hayward BART Station. A

number of technical and environmental studies, including a focused traffic analysis, economic market analysis, and fiscal impact analysis, will also be undertaken by various consultants as part of this study. The study will result in the development of a conceptual design for the study area that illustrates how future redevelopment of the area could be compatible with the surrounding neighborhoods. In addition, the conceptual design will articulate an overall circulation pattern and transportation linkages for the South Hayward BART Station. The study may result in suggestions for changes to policies contained in the General Plan. It is anticipated that the concept plan will be sufficiently detailed so as to provide a framework for reviewing private sector development proposals and public agency capital improvements and related activities.

The overall planning process is expected to require approximately ten months. Community participation will be accomplished through a series of public workshops, periodic newsletters and community forums on the city's website. The initial workshop is tentatively scheduled for early December, with the primary purpose being formulating goals and objectives for the area. At a second workshop in February, participation by study area residents, landowners and businesses will be solicited in exploring the alternative development concepts and understanding the implications of the various technical studies. The draft Concept Plan will be presented at a third community meeting in the spring, followed by public hearings before the Planning Commission and the City Council/Agency Board in June and July. Work sessions with the City Council will be scheduled at key points during the process. Input from BART is critical to this study and a close working relationship will be maintained throughout the process.

Recommendation on Consultants

The Request for Proposals was distributed to fourteen planning and design consulting firms in the Bay Area. Responses were received from seven of those firms, all of which are well-respected, and many of them nationally-known. Initial screening of the proposals by city staff narrowed the field of candidates to four firms. Those firms participated in oral interviews with city staff. Following further review of the proposals and contacts with selected references, staff recommends the firm of Community Design +Architecture (CD +A). Staff believes CD +A possesses the best combination of relevant firm expertise and recent project staff experience. The firm's current or recent work includes the East 14th Street South Area Development Strategy for the City of San Leandro, a Transit Village Plan for a future multi-modal rail station in the City of Palmdale, and the El Camino Real Master Design Plan with Caltrans in Palo Alto, as well as a supporting role in the Coliseum BART Transit Village Study in Oakland. In addition, the CD +A proposal allocates a greater number of hours to complete the Concept Plan study at a price comparable to other consultant proposals. The total cost of the scope of work proposed by CD +A is approximately \$135,000. CD +A, which will serve as the lead consultant, has indicated they will be able to complete their work according to the proposed timeline.

There are a number of other consulting firms that will be working with CD +A during various phases of this project. This work includes studies involving economic analyses, transit and pedestrian access, traffic analyses, and visual impact analyses, as well as preparation of the environmental impact report. The cost of the anticipated scope of work for each of these studies is less than the threshold of \$25,000, with one exception. Staff recommends that Strategic

Economics, a Bay Area firm with expertise in regional and local economic and real estate market analyses, conduct the market analysis that will help frame the land use alternatives and also contribute to the fiscal impact analysis. The total cost of the scope of work proposed by Strategic Economics is not to exceed \$40,000.


The approved budget includes \$250,000 for the South Hayward BART/Mission Boulevard Concept Plan. Costs for all of the above studies, as well as administrative costs including public outreach and printing expenses, are within the approved budget.

Prepared by:



Gary Calame, Senior Planner

Recommended by:



Sylvia Ehrenthal
Director of Community and Economic Development

Approved by:



Jesús Armas, Executive Director

Attachments:

- Exhibit A. South Hayward BART/Mission Boulevard Concept Plan Study Area
- Exhibit B. Outline of Proposed Scope of Work
- Draft Resolution

10.15.04

**DUE TO THE LENGTH OR COLOR
OF THE REFERENCED EXHIBIT,
IT HAS BEEN ATTACHED AS A
SEPARATE LINK.**

South Hayward BART/Mission Boulevard Concept Plan
Outline of Proposed Scope of Work

Phase 1. Introduction and Orientation

Consultants review currently adopted policies for future development in the area in comparison with existing land use and circulation patterns in the area. At the initial community workshop, the consultants give a brief presentation on urban design and outline how elements of the transit-oriented development approach might be utilized in revitalization of the study area. Consultants prepare a summary of comments and suggestions from those in attendance to assist in developing goals and objectives for the area.

Phase 2. Preparation of Concept Plan Alternatives

Consultants conduct market analyses to ascertain possible scenarios for various types of residential and commercial development. Consultants prepare conceptual alternatives for the study area. These alternatives would be based on a review of the existing policy framework, as well as the market analyses, and reflect the desires and needs expressed at the initial community workshop.

Phase 3. Review of Concept Plan Alternatives

Consultants present conceptual alternatives for the study area at a community workshop. A summary is prepared of feedback from property owners, interested parties and the general public. Based on comments made at the workshop, the consultants prepare a preliminary draft concept plan for further analysis.

Phase 4. Technical Analyses *(to be performed by the Agency under separate contracts)*

Consultants will conduct traffic, visual, and environmental studies, as well as refined market and fiscal impact analyses, to analyze implications of the preliminary draft concept plan.

Phase 5. Preparation of Draft Concept Plan

Upon completion of the technical studies, the consultants integrate the results of the various analyses and prepare refinements to the preliminary draft concept plan.

Phase 6. Presentation and Review of Draft Concept Plan

The draft concept plan is presented for public review and comment at a community meeting prior to public hearings before the Planning Commission and City Council/Agency Board.

Phase 7. Public Hearings before the Planning Commission and City Council/Agency Board

DRAFT

me
10/14/04

REDEVELOPMENT AGENCY OF THE CITY OF HAYWARD

RESOLUTION NO. RA 04-

Introduced by Agency Member _____

RESOLUTION AUTHORIZING THE EXECUTIVE
DIRECTOR TO EXECUTE AGREEMENTS BETWEEN
THE REDEVELOPMENT AGENCY AND COMMUNITY
DESIGN + ARCHITECTURE AND STRATEGIC
ECONOMICS TO PREPARE A CONCEPTUAL DESIGN
PLAN FOR THE SOUTH HAYWARD BART
STATION/MISSION BOULEVARD AREA

BE IT RESOLVED by the Redevelopment Agency of the City of Hayward that the Executive Director is hereby authorized and directed to negotiate and execute, on behalf of the Redevelopment Agency, agreements with Community Design + Architecture and Strategic Economics for professional services to prepare a conceptual design plan for the South Hayward BART Station/Mission Boulevard Area, in an amount not to exceed \$175,000, in a form to be approved by the General Counsel.

HAYWARD, CALIFORNIA October 19, 2004

ADOPTED BY THE FOLLOWING VOTE:

AYES: AGENCY MEMBERS:

MAYOR:

NOES: AGENCY MEMBERS:

ABSTAIN: AGENCY MEMBERS:

ABSENT: AGENCY MEMBERS:

ATTEST: _____

Secretary of the Redevelopment Agency

APPROVED AS TO FORM:

General Counsel